

ADV # _____ ADV. NAME FOLI/D OBAMA/D/PRE/US REP. # _____ OFF. # _____ STAFFMAN # _____
 AGY # _____ AGY. NAME GREEK, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN
 3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6333069 CLASS: NATL. LOCAL REGIONAL
 PRDCT OBAMA FOR AMERICA EST#1844 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP25/12 11.30

REP: MAKEGOOD
 SPOTS CANCELED ON LN'S 10, 20, 22, 28, 38
 RATE CHANGE LN 27
 LN'S 4/-50 ADDED
 NEW TTL \$77,580
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			530A-600A	30		\$250.00	9/25	9/28	0		TU-F	0
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1844 PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY												

9/25/12 FCC (3)

3# 703-316-9680
 FROM REP ' SEP25/12 11.30
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20	S		600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/29	9/29	0		SAT	0
22	S		900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/29	9/29	0		SAT	0
27	R		800P-900P PROGRAM : THE VOICE RESULTS CON COM1: THE VOICE RESULTS	30		\$9,000.00	9/25	9/25	1		TUE	1
28	S		1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,600.00	9/26	9/26	0		WED	0
38	S		530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$250.00	10/1	10/1	0		MON	0
47	A		530A-600A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$470.00	9/26	9/28	3		W-F	3
48	A		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/26	9/28	1		W-F	1
49	A		1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$5,000.00	9/30	9/30	1		SUN	1
50	A		530A-600A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$470.00	10/1	10/1	1		MON	1

REP HEADLINE# 6333069
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP25/12 11.30
 *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			62400.00	OCT/12		15130.00						

CONTRACT TOTAL 77580.00
 TOTAL SPOTS 96

MARKET TOTALS \$323,541
 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED. WILL UPDATE.
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 782 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	77580	Campaign Ref:	E:063330690
Buyer:		Client/Product/Estimate:	95 /101 /1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est./PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/24	10/01	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	650	30 Comme	Nbr of Spots	4		4	2600
2	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots	4		4	640
3	M-F 1237a ET / 1137p CT Late Night .TWTF..	03	200	30 Comme	Nbr of Spots	4		4	800
4	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots	4		4	800
5	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4		4	1000
6	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4		4	1800
7	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4		4	2400
8	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4		4	600
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	4		4	3600
Weekly Totals: Total Spots(Ord Spots)						77	19	96	

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Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est./PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530p News TWTF..	03	900	30 Comme	4		4	3600
11	M-F 6p News TWTF..	03	1200	30 Comme	4		4	4800
12	M-F 6a News TWTF..	03	700	30 Comme	4		4	2800
13	M-F 7p News TWTF..	03	1000	30 Comme	4		4	4000
14	M-F 7a Today Show TWTF..	03	900	30 Comme	4		4	3600
15	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	4		4	4000
16	M-F 9a Today Show II TWTF..	03	550	30 Comme	4		4	2200
17	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
18	Sat 7p Entertainment TonightS.	03	650	30 Comme	1		1	650
19	Sun 6p NewsS	03	750	30 Comme	1		1	750
20	Sun 8a Today Show	03	500	30 Comme	1		1	500
Weekly Totals: Total Spots(Ord Spots)					77	19	96	

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PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	77580	Campaign Ref:	E:063330690
Buyer:		Client/Product/Estimate:	95 / 101 / 1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est/PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
21	M-Su 11p News TWTF..	03	1250	30 Comme	4		4	5000
22	Tue 8p ET / 7p CT Voice ..T....	03	9000	30 Comme	1		1	9000
23	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme		1	1	650
24	M-F 11a Daytime M.....	03	160	30 Comme		1	1	160
25	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme		1	1	200
26	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
27	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	250
28	M-F 3p Doctors M.....	03	450	30 Comme		1	1	450
29	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	600
30	M-F 5a News M.....	03	150	30 Comme		1	1	150
31	M-F 5p News M.....	03	900	30 Comme		1	1	900
Weekly Totals: Total Spots(Ord Spots)					77	19	96	

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Client:	Barack Obama/ D/ President	Submission Cost:	77580	Campaign Ref:	E 063330690
Buyer:		Client/Product/Estimate:	95 /101 /1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est./PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
32	M-F 530p News	03	900	30		1	1	900
33	M-F 6p News	03	1200	30		1	1	1200
34	M-F 6a News	03	700	30		1	1	700
35	M-F 7p News	03	1000	30		1	1	1000
36	M-F 7a Today Show	03	900	30		1	1	900
37	M-F 730p Entertainment Tonight	03	1000	30		1	1	1000
38	M-F 9a Today Show II	03	550	30		1	1	550
39	M-Su 11p News	03	1250	30		1	1	1250
40	M-F 530a News	01	470	30	3		3	1410
41	M-F 7a Today Show	03	900	30	1		1	900
42	Sun 10a Meet The Press	01	5000	30	1		1	5000
Weekly Totals: Total Spots(Ord Spots)					77	19	96	

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PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 77580	Campaign Ref: E:063330690
Buyer: ...	Client/Product/Estimate: 95 /101 /1844	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06333069
Est./PO Number: 06333069	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
43	M-F 530a News	01		30		1	1	470
	M.....S			Comme				
Weekly Totals: Total Spots(Ord Spots)					77	19	96	

Grand Totals					Month 9 Weeks: 5				Month 10 Weeks: 4			
					09/24				10/01			
Spots					96				19			
Cost					77580				15130			

Grand Totals:	Spots: 96	Gross Total: 77,580.00
		Commission: 11,637.00
		Net Total: 65,943.00

REP HEADLINE# 03330069
*** ORIGINAL REV#3 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
SEP24/12 08.54
*** WFLA-TV ***

ADV # ADV. NAME FOLI/B OBAMA, D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL
3050 K ST NW,
WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 63330069
CLASS: NATL. LOCAL REGIONAL
PRDCT OBAMA FOR AMERICA EST#1844 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP24/12 08.54

REP: NEW ORDER
TTL \$77,650 @98X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1844
AGENCY PRODUCT CODE = 101

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$650.00	9/25	9/28	4		TU-F	4

PROGRAM : THE TONIGHT SHOW
CON COM1 : THE TONIGHT SHOW

REP HEADLINE# 033009
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP

SEP24/12 08.54
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200M	30		\$160.00	9/25	9/28	4		TU-F	4
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
3			1237A-136A	30		\$200.00	9/25	9/28	4		TU-F	4
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1 : LT NITE W/JIMMY FALLON												
4			1200N-100P	30		\$200.00	9/25	9/28	4		TU-F	4
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
5			200P-300P	30		\$250.00	9/25	9/28	4		TU-F	4
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
6			300P-400P	30		\$450.00	9/25	9/28	4		TU-F	4
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
7			400P-500P	30		\$600.00	9/25	9/28	4		TU-F	4
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
8			500A-530A	30		\$150.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
9			500P-530P	30		\$900.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												
10			530A-600A	30		\$250.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												

Level 2 = \$470

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P	30		\$900.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
12			600P-630P	30		\$1,200.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
13			600A-700A	30		\$700.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
14			630P-700P	30		\$1,000.00	9/25	9/28	4		TU-F	0
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
15			700P-730P	30		\$1,000.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
16			700A-900A	30		\$900.00	9/25	9/28	4		TU-F	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
17			730P-800P	30		\$1,000.00	9/25	9/28	4		TU-F	4
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
18			900A-1000A	30		\$550.00	9/25	9/28	4		TU-F	4
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
19			1000P-1100P	30		\$3,600.00	10/1	10/1	1		MON	1
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												

Level 2 - \$5000

0

REF HEADLINE# 631000
*** ORIGINAL RETRO ***

REF: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP

SEP24/12 08.54
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			600P-630P	30		\$700.00	9/29	9/29	1		SAT	1
PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/												
21			700P-800P	30		\$650.00	9/29	9/29	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
22			900A-1000A	30		\$300.00	9/29	9/29	1		SAT	1
PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY												
23			600P-630P	30		\$750.00	9/30	9/30	1		SUN	1
PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/												
24			630P-700P	30		\$1,250.00	9/30	9/30	0		SUN	0
PROGRAM : NBC NEWS CON COM1: NBC NEWS												
25			800A-900A	30		\$500.00	9/30	9/30	1		SUN	1
PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY												
26			1100P-1135P	30		\$1,250.00	9/25	9/28	4		TU-F	4
PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM												
27			800P-900P	30		11,000.00 4000	9/25	9/25	1		TUE	1
PROGRAM : THE VOICE RESULTS CON COM1: THE VOICE RESULTS												
28			1000P-1100P	30		\$3,600.00	9/26	9/26	1		WED	1
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												

MAJ
PMT
PMT

SEP24/12 08.54
*** WFLA-TV ***

LINE#	SEP	CON	TIME PERIOD	LOT#	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29			1135P-1237A	30		\$650.00	10/1	10/1	1		MON	1
PROGRAM : THE TONIGHT SHOW												
CON COM1 : THE TONIGHT SHOW												
30			1100A-1200N	30		\$160.00	10/1	10/1	1		MON	1
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
31			1237A-136A	30		\$200.00	10/1	10/1	1		MON	1
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1 : LT NITE W/JIMMY FALLON												
32			1200N-100P	30		\$200.00	10/1	10/1	1		MON	1
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
33			200P-300P	30		\$250.00	10/1	10/1	1		MON	1
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
34			300P-400P	30		\$450.00	10/1	10/1	1		MON	1
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
35			400P-500P	30		\$600.00	10/1	10/1	1		MON	1
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
36			500A-530A	30		\$150.00	10/1	10/1	1		MON	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
37			500P-530P	30		\$900.00	10/1	10/1	1		MON	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												

REP HEADLINE# 0335069
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

SEP24/12 08.54
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38			530A-600A	30		\$250.00	10/1	10/1	1		MON	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
39			530P-600P	30		\$900.00	10/1	10/1	1		MON	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
40			600P-630P	30		\$1,200.00	10/1	10/1	1		MON	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
41			600A-700A	30		\$700.00	10/1	10/1	1		MON	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
42			700P-730P	30		\$1,000.00	10/1	10/1	1		MON	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
43			700A-900A	30		\$900.00	10/1	10/1	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
44			730P-800P	30		\$1,000.00	10/1	10/1	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
45			900A-1000A	30		\$550.00	10/1	10/1	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
46			1100P-1135P	30		\$1,250.00	10/1	10/1	1		MON	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												

Level 2 = \$4170

REP HEADLINE# 032005
 *** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP24/12 08.54
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			62740.00			OCT/12		14910.00				

CONTRACT TOTAL 77650.00
 TOTAL SPOTS 98

MARKET TOTALS \$303,541 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 780 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 69800	Campaign Ref: E:063330690
Buyer:	Client/Product/Estimate: 95 / 101 / 1844	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06333069
Est./PO Number: 06333069	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
2	M-F 11a Daytime TWTF..	03	160	30 Comme	Nbr of Spots	4	4	640
3	M-F 1237a ET / 1137p CT Late Night TWTF..	03	200	30 Comme	Nbr of Spots	4	4	800
4	M-F 12p Today Show III TWTF..	03	200	30 Comme	Nbr of Spots	4	4	800
5	M-F 2p Rachael Ray TWTF..	03	250	30 Comme	Nbr of Spots	4	4	1000
6	M-F 3p Doctors TWTF..	03	450	30 Comme	Nbr of Spots	4	4	1800
7	M-F 4p Dr Oz TWTF..	03	600	30 Comme	Nbr of Spots	4	4	2400
8	M-F 5a News TWTF..	03	150	30 Comme	Nbr of Spots	4	4	600
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	4	4	3600
Weekly Totals: Total Spots(Ord Spots)					72	18	90	

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Submission Number 780 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	69800	Campaign Ref:	E:063330690
Buyer:		Client/Product/Estimate:	95/101/1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est/PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530p News TWTF..	03	900	30 Comme	4		4	3600
11	M-F 6p News TWTF..	03	1200	30 Comme	4		4	4800
12	M-F 6a News TWTF..	03	700	30 Comme	4		4	2800
13	M-F 7p News TWTF..	03	1000	30 Comme	4		4	4000
14	M-F 7a Today Show TWTF..	03	900	30 Comme	4		4	3600
15	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	4		4	4000
16	M-F 9a Today Show II TWTF..	03	550	30 Comme	4		4	2200
17	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
18	Sat 7p Entertainment TonightS	03	650	30 Comme	1		1	650
19	Sun 6p NewsS	03	750	30 Comme	1		1	750
20	Sun 8a Today Show	03	500	30 Comme	1		1	500
Weekly Totals: Total Spots(Ord Spots)					72	18	90	

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Submission Number 780 Issue 1



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PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	69800	Campaign Ref:	E:063330690
Buyer:		Client/Product/Estimate:	95 / 101 / 1844	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06333069
Est./PO Number:	06333069	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
21	M-Su 11p News TWTF..	03	1250	30 Comme	4		4	5000
22	Tue 8p ET / 7p CT Voice T....	03	9000	30 Comme	1		1	9000
23	M-F 1135p ET / 1035p CT Tonight Show	03	650	30 Comme		1	1	650
24	M-F 11a Daytime M.....	03	160	30 Comme		1	1	160
25	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme		1	1	200
26	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
27	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	250
28	M-F 3p Doctors M.....	03	450	30 Comme		1	1	450
29	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	600
30	M-F 5a News M.....	03	150	30 Comme		1	1	150
31	M-F 5p News M.....	03	900	30 Comme		1	1	900
Weekly Totals: Total Spots(Ord Spots)					72	18	90	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 69800	Campaign Ref: E:063330690
Buyer:	Client/Product/Estimate: 95 / 101 / 1844	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06333069
Est/PO Number: 06333069	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
32	M-F 530p News M.....	03	900	30 Comme	Nbr of Spots	1	1	900
33	M-F 6p News M.....	03	1200	30 Comme	Nbr of Spots	1	1	1200
34	M-F 6a News M.....	03	700	30 Comme	Nbr of Spots	1	1	700
35	M-F 7p News M.....	03	1000	30 Comme	Nbr of Spots	1	1	1000
36	M-F 7a Today Show M.....	03	900	30 Comme	Nbr of Spots	1	1	900
37	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme	Nbr of Spots	1	1	1000
38	M-F 9a Today Show II M.....	03	550	30 Comme	Nbr of Spots	1	1	550
39	M-Su 11p News M.....	03	1250	30 Comme	Nbr of Spots	1	1	1250
Weekly Totals: Total Spots(Ord Spots)					72	18	90	

Grand Totals

	Month 9 Weeks: 5 09/24	Month 10 Weeks: 4 10/01
Totals	90	18
Spots	72	18

		Month 9 Weeks: 5	Month 10 Weeks: 4
		09/24	10/01
Cost	Totals	69800	55140
			14660

Grand Totals:

Spots:	90
Gross Total:	69,800.00
Commission:	10,470.00
Net Total:	59,330.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Barack Obama/ O/ President
PROD: Obama For America

2012
INVOICE DATE 09/30/12 E:063330690
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032680
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1844
Desc: 06333069

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh	650.00	1	4	9/25 TU		12:30A	30 OFA12A113 :30 Commercial	650.00	
				9/26 WE		11:58P	30 OFA12Z128	650.00	
				9/27 TH		12:32A	30 OFA12P130	650.00	
				9/28 FR		12:10A	30 OFA12P130	650.00	
M-F 11a Daytime	160.00	2	4	9/25 TU		11:20A	30 OFA12A113 :30 Commercial	160.00	
				9/26 WE		11:17A	30 OFA12Z128	160.00	
				9/27 TH		11:59A	30 OFA12Z128	160.00	
				9/28 FR		11:49A	30 OFA12Z128	160.00	
M-F 1237a ET / 1137p CT Late	200.00	3	4	9/25 TU		01:30A	30 OFA12A113 :30 Commercial	200.00	
				9/26 WE		01:02A	30 OFA12Z128	200.00	
				9/27 TH		01:08A	30 OFA12Z128	200.00	
				9/28 FR		01:16A	30 OFA12Z128	200.00	
M-F 12p Today Show III	200.00	4	4	9/25 TU		12:26P	30 OFA12A113 :30 Commercial	200.00	
				9/26 WE		12:29P	30 OFA12Z128	200.00	
				9/27 TH		12:53P	30 OFA12P130	200.00	
				9/28 FR		12:29P	30 OFA12P130	200.00	
M-F 2p Rachael Ray	250.00	5	4	9/25 TU		02:54P	30 OFA12A113 :30 Commercial	250.00	
				9/26 WE		02:29P	30 OFA12Z128	250.00	
				9/27 TH		02:58P	30 OFA12Z128	250.00	
				9/28 FR		02:58P	30 OFA12Z128	250.00	
M-F 3p Doctors	450.00	6	4	9/25 TU		03:16P	30 OFA12A113 :30 Commercial	450.00	
				9/26 WE		03:10P	30 OFA12Z128	450.00	
*** Continued ***									

PERIOD COST 62,450.00

77 Total Units
ACTUAL GROSS BILLING 62,450.00
AGENCY COMMISSION 9,367.50
NET DUE 53,082.50
SUB-TOTALS Debits .00 Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER PRODUCT
Barack Obama/ O/ President Obama For America

INVOICE NUMBER 0100032680
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 53,082.50

REMIT TO:

*00212

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000038634 00000100032680 005308250 9



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

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Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, OC
ADV: Barack Obama/ O/ President
PROD: Obama For America

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:063330690
WFLA
INVOICE NUMBER 0100032680
PAGE 2
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 9/24/12-10/07/12
Standard 8 broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1844
Oesc: 06333069

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 4p Or Oz	600.00	7 4	9/27	TH	03:15P	30	OFA12P130	450.00	
			9/28	FR	03:59P	30	OFA12Z128	450.00	
					*WFLA	:30 Commercial			
			9/25	TU	04:41P	30	OFA12A113	600.00	
			9/26	WE	04:40P	30	OFA12Z128	600.00	
M-F 5a News	150.00	8 4	9/27	TH	04:19P	30	OFA12Z128	600.00	
			9/28	FR	04:35P	30	OFA12P130	600.00	
					*WFLA	:30 Commercial			
			9/25	TU	05:09A	30	OFA12A113	150.00	
			9/26	WE	05:11A	30	OFA12Z128	150.00	
M-F 5p News	900.00	9 4	9/27	TH	05:29A	30	OFA12Z128	150.00	
			9/28	FR	05:23A	30	OFA12P130	150.00	
					*WFLA	:30 Commercial			
			9/25	TU	05:28P	30	OFA12A113	900.00	
			9/26	WE	05:10P	30	OFA12Z128	900.00	
M-F 530p News	900.00	10 4	9/27	TH	05:29P	30	OFA12Z128	900.00	
			9/28	FR	05:28P	30	OFA12Z128	900.00	
					*WFLA	:30 Commercial			
			9/25	TU	05:58P	30	OFA12A113	900.00	
			9/26	WE	05:58P	30	OFA12Z128	900.00	
M-F 6p News	1200.00	11 4	9/27	TH	05:44P	30	OFA12P130	900.00	
			9/28	FR	05:44P	30	OFA12P130	900.00	
					*WFLA	:30 Commercial			
			9/25	TU	06:27P	30	OFA12A113	1200.00	
			9/26	WE	06:24P	30	OFA12Z128	1200.00	
M-F 6a News	700.00	12 4	9/27	TH	06:17P	30	OFA12P130	1200.00	
			9/28	FR	06:16P	30	OFA12P130	1200.00	
					*WFLA	:30 Commercial			
			9/25	TU	06:29A	30	OFA12A113	700.00	
			9/26	WE	06:53A	30	OFA12Z128	700.00	
M-F 7p News	1000.00	13 4	9/27	TH	06:58A	30	OFA12Z128	700.00	
			9/28	FR	06:57A	30	OFA12P130	700.00	
					*WFLA	:30 Commercial			
			9/25	TU	07:24P	30	OFA12A113	1000.00	
			9/26	WE	07:13P	30	OFA12Z128	1000.00	
M-F 7a Today Show	900.00	14 4	9/27	TH	07:23P	30	OFA12P130	1000.00	
			9/28	FR	07:16P	30	OFA12Z128	1000.00	
					*WFLA	:30 Commercial			
			9/25	TU	07:22A	30	OFA12A113	900.00	
			9/26	WE	08:36A	30	OFA12Z128	900.00	
M-F 730p Entertainment Tonight	1000.00	15 4	9/27	TH	07:59A	30	OFA12P130	900.00	
			9/28	FR	07:24A	30	OFA12P130	900.00	
					*WFLA	:30 Commercial			
			9/25	TU	07:44P	30	OFA12A113	1000.00	
			9/26	WE	07:56P	30	OFA12Z128	1000.00	
			</						

PERIOD COST 62,450.00

77 Total Units
ACTUAL GROSS BILLING 62,450.00
AGENCY COMMISSION 9,367.50
NET DUE 53,082.50

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Oc)
SLSP: HRP Washington, OC
ADV: Barack Obama/ O/ President
PROD: Obama For America

2012 WFLA I SS
INVOICE DATE 09/30/12 E:063330690
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100032680 3 08/27/2012 - 09/3
SCHEDULE DATES
9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /1844
Desc: 06333069

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 9a Today Show II	550.00	16 4	9/25	TU	09:56A	30	OFA12A113	550.00
			9/26	WE	09:27A	30	OFA12Z128	550.00
			9/27	TH	09:57A	30	OFA12P130	550.00
			9/28	FR	09:56A	30	OFA12P130	550.00
Sat 7p Entertainment Tonight	650.00	18 1	9/29	SA	07:54P	30	OFA12P130	650.00
Sun 6p News	750.00	19 1	9/30	SU	06:41P	30	OFA12Z128	750.00
Sun 8a Today Show	500.00	20 1	9/30	SU	08:54A	30	OFA12P130	500.00
M-Su 11p News	1250.00	21 4	9/25	TU	11:14P	30	OFA12A113	1250.00
			9/26	WE	11:12P	30	OFA12Z128	1250.00
			9/27	TH	11:30P	30	OFA12P130	1250.00
			9/28	FR	11:09P	30	OFA12P130	1250.00
Tue 8p ET / 7p CT Voice	9000.00	22 1	9/25	TU	07:59P	30	OFA12A113	9000.00
M-F 530a News	470.00	40 3	9/26	WE	05:51A	30	OFA12Z128	470.00
			9/27	TH	05:53A	30	OFA12P130	470.00
			9/28	FR	05:54A	30	OFA12Z128	470.00
M-F 7a Today Show	900.00	41 1	9/28	FR	08:26A	30	OFA12Z128	900.00
Sun 10a Meet The Press	5000.00	42 1	9/30	SU	10:59A	30	OFA12P130	5000.00
Total Airtime Gross Spot Revenue:			62,450.00					

Sports
Overrun

PERIOD COST 62,450.00

77 Total Units
ACTUAL GROSS BILLING 62,450.00
AGENCY COMMISSION 9,367.50
NET DUE 53,082.50

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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